

*E-MAILED TO DLW
MY*

December 16, 1997

Mark Young
NY Metro Region

Mr. Dave Wilmesher

Subject: 1997 Region Conventions and Trade Shows

Dear Dave,

Listed below are the scheduled conventions and trade shows that we normally participate in throughout the year:

1. NY State Association Tobacco/Candy Manuf. \$49,000
(reflects all yearly cost associated)
2. NJ State Association Tobacco/Candy Dist. \$ 6,500
3. Harold Levinson & Assoc. Spring trade show \$ 1,200
(Long Island trade show)
4. Harold Levinson & Assoc. Summer trade show \$ 1,200
(NY City trade show / sub-jobbers & city stores)
5. Ufaule 7-Eleven Trade Show \$ 500
(Long Island independent 7-Eleven association / 136 stores)
6. Middlesex Tobacco Company Trade Show \$ 800
7. Plainfield Tobacco Company Trade Show \$ 700
8. Drug Fair Stores annual Trade Show \$ 1,200
(we will participate only if we eliminate PM exclusive)
9. Empire State Beer Distributors Association Conv. \$ 2,500
(NY state association of Beer distributors / 310 members)
10. NY/NJ Food Merchants Association
 - * Association dues \$ 6,000
 - * Convention expenses \$ 2,000
10. Misc. events normally funded from budget:
 - * Industry Legends Dinner \$ 4,000
 - * Food Industry / Covenant House Golf \$ 4,000
 - * Shoprite Manufacturer of the year dinner \$ 1,200

Dave, if you have any questions, please give me a call.

Sincerely,
Mark Young

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